CREATIVE BRIEF

Brief Number:	**1**
Topic:	**Poster** An outdoor poster, as words and/or images only. Clever use of media will be in a later brief. This week, just focus on what's in the rectangle.
Client:	Sanitarium
Product:	Up and Go Blends
Target audience:	Busy young people
Key insight:	Young people are trying to fit more into their days, so are less likely to eat breakfast at home
Proposition:	**The fastest brekkie**
Reasons to believe:	• Handy on-the-go popper carton • Australia's #1 liquid breakfast is now available in three delicious and on-trend flavour combos • All the ingredients you'd expect for breakfast - fruit and nuts, milk and oats, with no added sugar.

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Do Both.

CREATIVE BRIEF

Brief Number:	**2**
Topic:	**Outdoor Poster / Billboard** Think out-of-home static and digital billboards, including special builds. Anything that can be contained within the paid media space (e.g. an experiential action on a paid billboard site is fine. A flash mob is not)
Client:	ADT Home Security
Product:	Interactive Home Security
Target audience:	Homeowners across Australia
Key insight:	With more couples working and singles living alone, homeowners are spending more time away from their homes, and from the valuable people and things inside.
Proposition:	**There when you're not**
Reasons to believe:	• 24/7 live video stream of your home • Check in on family or pets to make sure they're home safe • Arm and disarm your security system remotely • Turn lamps and appliances on at home, from wherever you are

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Big bad who?
ADT
24 hour
home security.

CREATIVE BRIEF

Brief Number:	**3**
Topic:	**Radio** 30 second radio ad
Client:	UberEats
Product:	UberEats
Target audience:	Baby boomers (approx. 54-74 years old)
Key insight:	Baby boomers are more adventurous with their lifestyle than previous generations, but haven't yet adopted on-demand food delivery
Proposition:	**Taste the world at home**
Reasons to believe:	• Restaurant-quality food at home • No need to call or travel to pick up • New flavours and cuisines to experience • Access to restaurants beyond your local area

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Baby Boomers are a generation that are open to trying international foods but can ruin foreign dishes that they don't know how to cook. This does not please the Food Gods.

Radio Ad: 30 Seconds
Title: Food Gods
Client: Uber Eats

SFX: Sliding confessional door, ambient church sounds.

Man: *(solemnly)* Forgive me Food Gods for I have sinned..

God like voice: Yes my child?

Man: I ...*(voice breaks)*

God like voice: Go on.

Man: (breaking down) I added pizza sauce
and cheese to potato chips and called it nachos!

God like voice: *(large sigh and annoyance)* Jesus Jerry we spoke about this.

Man: *(muffled sobs)*

VO: Uber Eats - Please yourself. Please the Food Gods.

CREATIVE BRIEF

Brief Number:	**4**
Topic:	**TVC / Cinema** 30 second film ad
Client:	Australian Government
Product:	Childhood vaccination programs
Target audience:	Parents of children between 6 months and 4 years old
Key insight:	The long-term benefits of vaccines are hidden because they work. But the consequences of not vaccinating might see your child never grow up.
Proposition:	**Let your child have a future**
Reasons to believe:	• All childhood diseases we vaccinate against can cause serious illness or death • All vaccines available in Australia have been thoroughly tested for safety and effectiveness and are continually monitored • Skipping or delaying vaccinations puts your child and those around you at risk of contracting serious illnesses

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Survivour

Boy aged 7 - Casual interview style

Boy: I was three and a half when I got Meningitis.

Boy: My parents said it was really scary but they never left my side and I got better.
I'm really happy I'm okay and my parents are too.

VO: It's true, not all children die from preventable diseases.

VO: Some survive.

Vaccinate.

Australian Government

CREATIVE BRIEF

Brief Number:	**5**
Topic:	**Mobile** Anything on mobile that's inherent to the way people use it, or gets people to use mobile in a new way. This could include Tinder, Facebook, YouTube, Snapchat, Instagram, Spotify, Uber etc.
Client:	Whitelion (www.whitelion.asn.au)
Product:	Fundraising
Problem	Young offenders are often perceived by society as inherently bad, meaning people feel less inclined to donate to a charity like Whitelion. The truth is, many young people end up in juvenile justice due to impossible choices and being victims of circumstances rather than being 'bad kids'. We need to change the public perception about these perpetrators, and help people understand what these troubled young people have gone through.
Target audience:	Australian mothers of both kids and teens
Key insight:	Mums know that kids 'act out' when there's something else going on for them. Maybe they're hungry, tired or anxious. Kids express their needs in the only way they know how. They don't judge their kids as 'bad', but instead seek to understand what's happening under the surface.
Proposition:	**Help the kid behind the crime**
Reasons to believe:	• Over 50,000 children and young people are in 'Out of Home' care, over 23,000 are homeless and 10,000 are in the youth justice system • Young offenders have no access to services that can help keep them from returning to jail and break the cycle • A donation to Whitelion helps provide practical support to young people - access to food, clothing and hygiene for individuals, or programs that deliver access to positive role models and a pathway to education and employment, helping to rehabilitate young offenders and also prevent at risk youth ending up in prison.

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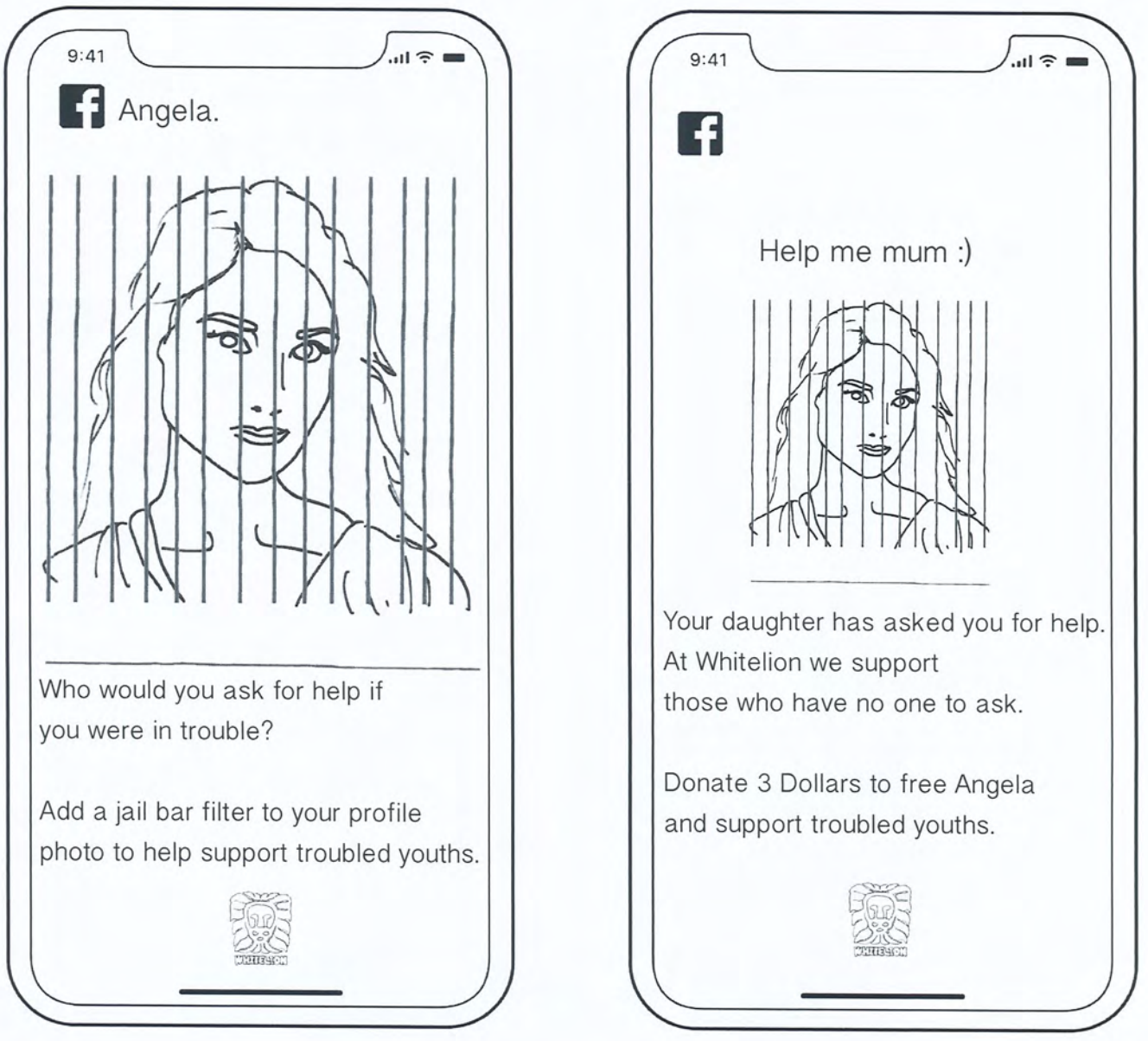
Whitelion Plea

Insight: Troubled youth have no one to ask for help when they need it.
Strategy: Young Facebook users are presented with the option to place their profile photo behind bars with a jail filter. This profile photo can **only** be removed if their parents "bail them out" by donating $3 to Whitelion.



Young Facebook users
place their profile photo behind bars
which is then shared with their parents
with a personal plea for help.

CREATIVE BRIEF

Brief Number:	**6**
Topic:	**Digital** Digital exists all around us. On desktops, Google, as innovative new technology, even as A.I. What can you use (or invent) in the digital space?
Client:	Dollar Shave Club
Product:	Razor delivery service
Target audience:	Men who shave
Key insight:	Shaving is a necessity, not a luxury. No one wants to pay too much for the basics.
Proposition:	**The cheapest way to shave**
Reasons to believe:	• Low-cost razors delivered to your door - reusable handles with replacement blades for the price of disposables • Tailor your frequency of new products to suit you – monthly or every other month - so you only pay for what you need • No fees to join

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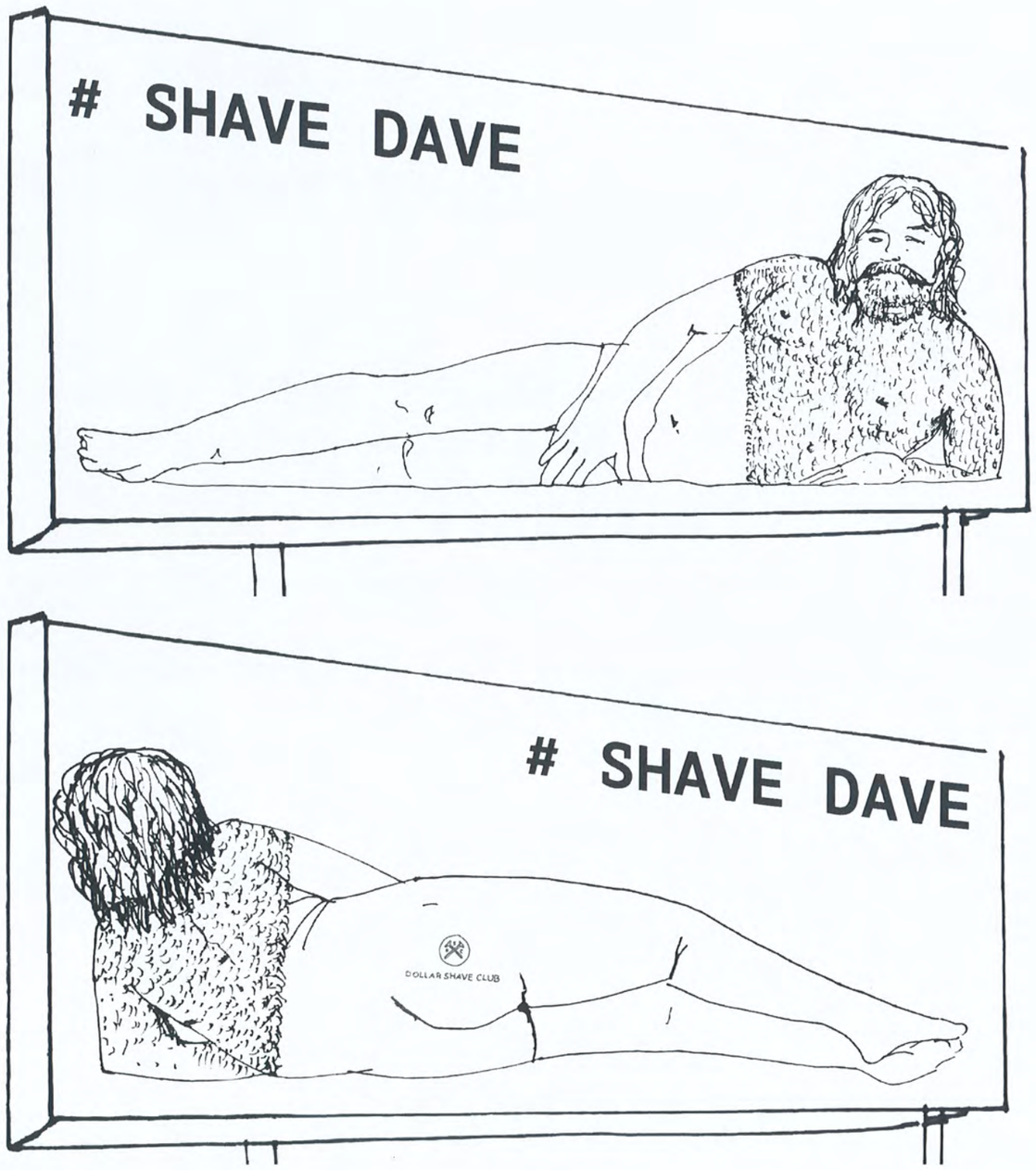
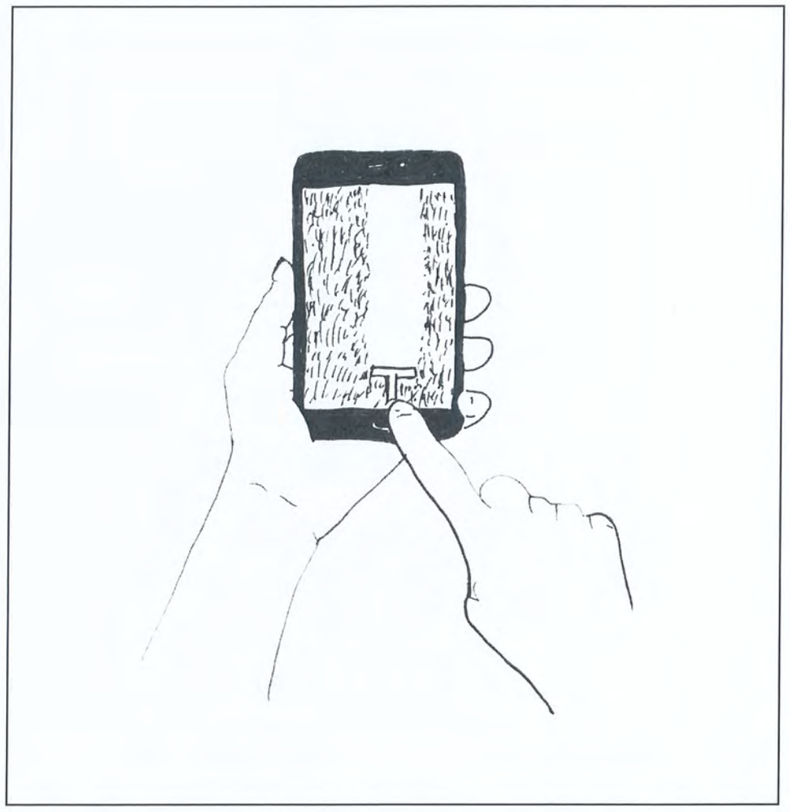
Shave Dave

Insight: The average person does not place a large amount of value on a single dollar.
Strategy: The Dollar Shave Club tempts people to pay a dollar to shave Dave.
Dave is shaved digitally by participants from left to right, one phone screen sized patch at a time.
This is live streamed through a double sided digital billboard showing Dave's progress.





Those who opt to spend a dollar shaving Dave are rewarded with a 'free' shaver.

DOLLAR SHAVE CLUB

CREATIVE BRIEF

Brief Number:	**7**
Topic:	**Experiential / Ambient** An idea that consumers can interact with when they're out and about. Think about ambient media, stunts, pop up shops, installations, and experiences.
Client:	CommBank
Product:	Apple Pay
Target audience:	CommBank customers with an iPhone
Key insight:	While we've all been left stranded without our wallet, we never go anywhere without our phones.
Proposition:	**A smoother way to pay**
Reasons to believe:	• Easy set-up on your iPhone • Just tap your device on the terminal to pay • Leave your wallet at home • More secure than your physical credit or debit card • Automatic storing of your receipts and transactions in the CommBank app

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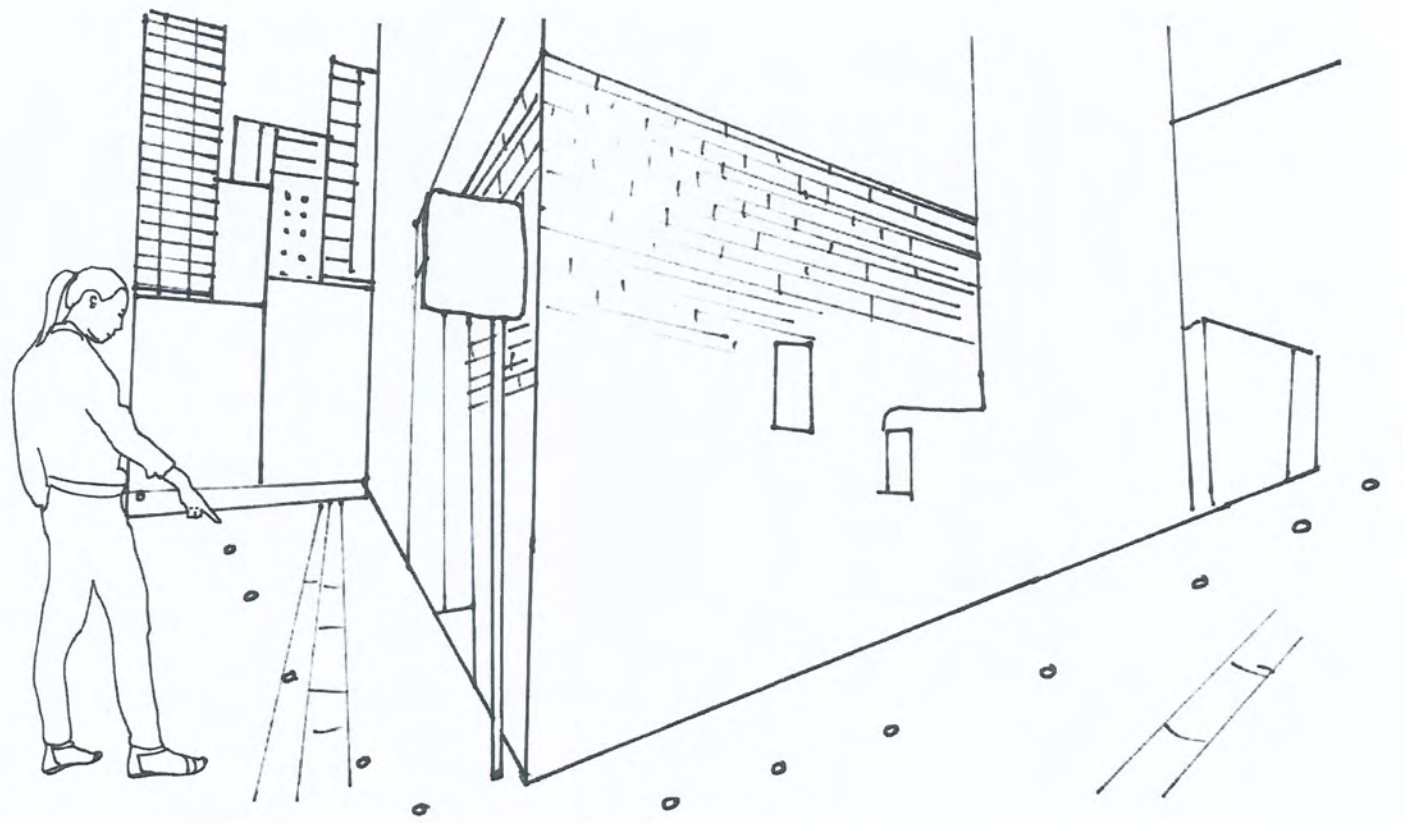
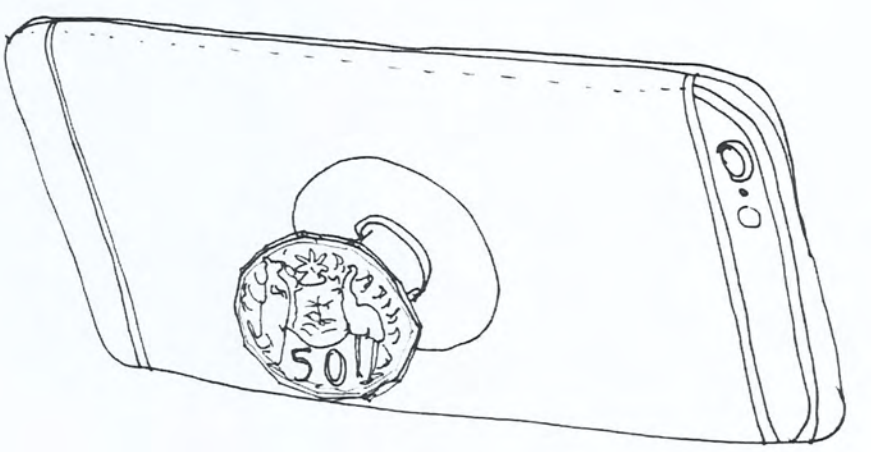
The Last Coin You Will Ever Need

Insight: Apple Pay is so smooth that your only worry will be dropping your phone.
Strategy: 10 cent and 20 cent coins are glued around the city to form pathways. These pathways lead the public to a dispenser that turns their large and cumbersome 50 cent coins into iPhone pop up grips.





CREATIVE BRIEF

Brief Number:	**8**
Topic:	**Media** Anything that redefines the *way* we advertise. A new product, a Netflix series, a new piece of tech, a social movement – something we've never seen before. Something that changes culture, how we consume advertising, and the way people think and talk about something.
Client:	TigerAir
Product:	TigerAir brand
Target audience:	Domestic travellers
Key insight:	Air travel is expensive, so sometimes means that we miss out on priceless moments of togetherness with friends and family who aren't close to home
Proposition:	**Unmissable moments are worth travelling for**
Reasons to believe:	• TigerAir offers routes across Australia • The events that matter most to you (reunions, sports events, weddings) only happen once • Always low fares so you never have to say you can't go

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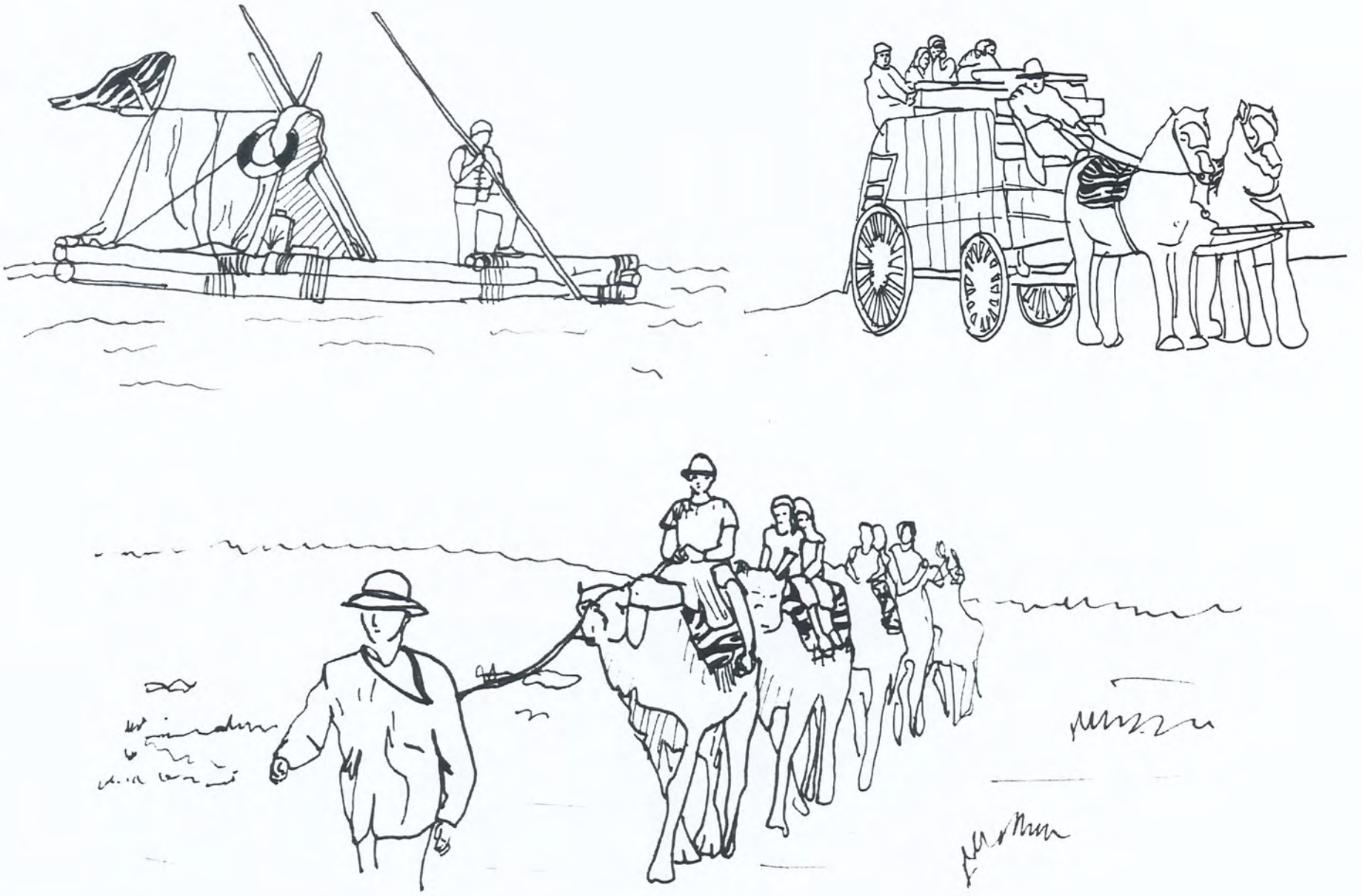
Unmissable Moments - By Any Means

Insight: Unmissable moments are made more special if you have journeyed to get there.

Strategy: Tiger Air embeds a limited number of bookable discounted alternate modes of travel on their website including; Tiger-Raft from Sydney to Newcastle, Tiger-Camel from Adelaide to Perth and Tiger-Carriage from Sydney to Melbourne. Journeys could take weeks or months to complete.



The public can follow each journey on a Youtube travel series that highlights Australia's least seen remote vistas. The goal of each journey is a particularly unmissable event such as brother's wedding or an anniversary.

tigerair

CREATIVE BRIEF

Brief Number:	**9**
Topic:	**Integrated Campaign** You should have one central big idea that is executed across a minimum of three different channels that work best for your campaign idea and target audience. No media channel is off limits.
Client:	Volkswagen
Product:	Transporter van
Target audience:	Small business owners
Key insight:	Business owners are always seeking and capitalising on opportunities as they arise. They need a vehicle that can tackle anything business life throws at them.
Proposition:	**The most flexible van**
Reasons to believe:	• The Transporter can handle a large load • Configure your van how you want it (roof height, doors or windows, and how many seats) • 4Motion tech (all wheel drive) to tackle city and country roads

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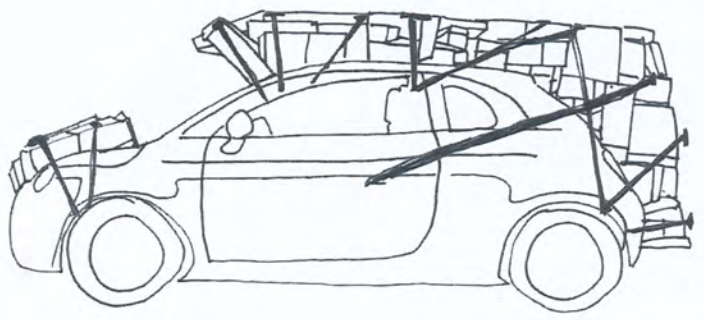
VW Transporter

Insight: Each new day presents new challenges for small business owners.
A van provides more space and versatility than a car.



Never send a car to do a van's job.

Radio 30 Sec

The Scooby Car

Scooby Gang Voices

Fred: He's getting away!
Alright gang, into the Scooby Car!

Velma: Jinkies, it sure is tight.

Daphne: Stop touching me.

Shaggy: I ... I don't think that was me Daphne.

Fred: Scooby Doo, you better hold on to the roof.

Scooby: Roh-no.

VO: Never send a car to do a van's job.
The Volkswagen Transporter.

Poster

Ambient

Parked cars in high visibility public areas showcasing the variety of small businesses that can fit in the VW Transporter, but definitely not in a car.

Brief Number:	**10**
Topic:	**Strategy**
Deliverables:	1/ New strategy and brief 2/ Accompanying creative idea
Client:	Bic
Product:	Bic Lighters
Target audience:	Anyone who uses lighters.
Key insight:	Bic lighters are often never returned to their owners and seem to wander off into the world.
Proposition:	**The world shares a Bic.**
Reasons to believe:	Each lighter lasts an average of 3000 lights. Durable packaging. Small and convenient. Iconic design.

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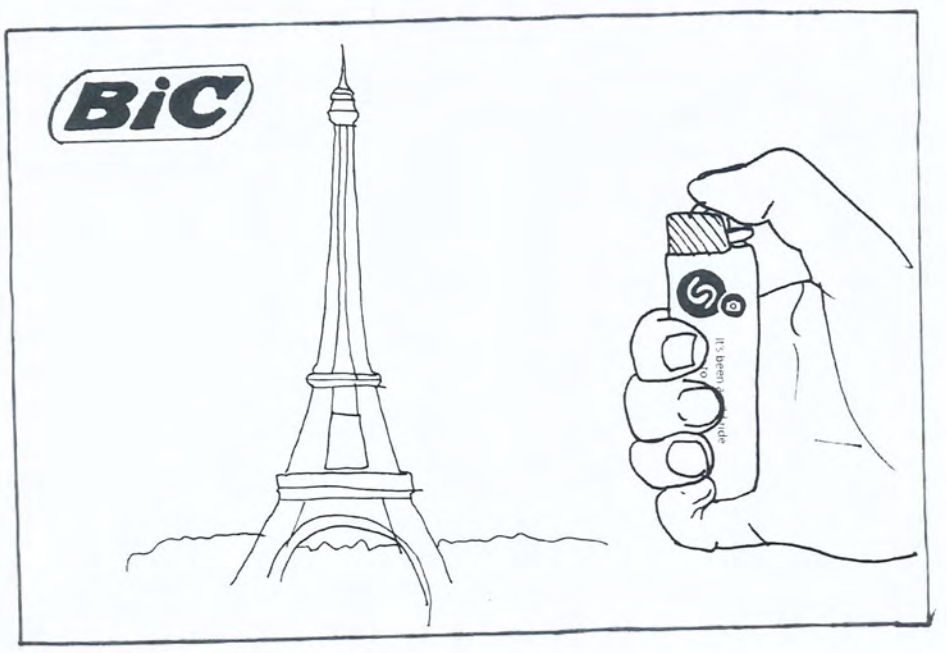
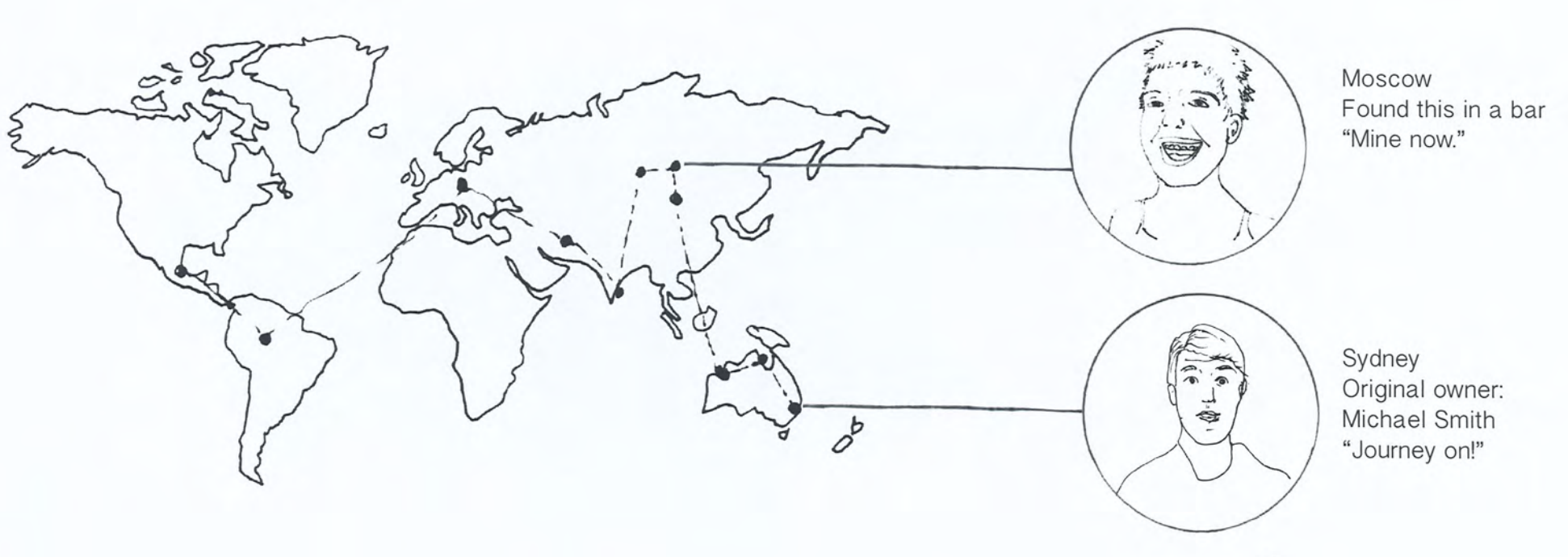
The Lighter The World Wants

Insight: Bic lighters are rarely returned to their original owner and seem to wander off into the world.
Strategy: Bic introduce limited edition lighters that are trackable. The goal is not to locate your lighter but to watch it journey around the world as is passes from owner to owner. Each lighter will have a scannable Shazam Code that links to an updated journey map, owner postcards and Kilometers traveled.